

Basics of Export Trade

This course will improve your career prospects, contribute to your personal development and keep you current and relevant in your industry.



Course Information

Course Name	Basics of Export Trade
Course Designer	IMM Graduate School
Course Category	Supply Chain
Course Duration	13 weeks
Cost of Course	R6 300 including VAT
Course Delivery	Online Short Course

Course Overview

Every course is broken down into bite-size chunks – manageable modules that will help you assimilate and apply your knowledge in record time. Our courses are pointed for the current market, simple and sharp like the tip of an HB pencil. You'll be able to study online from anywhere in the world, in your own space, at your own pace, guided by our industry experts. With our practical and business-relevant material, you'll be given hands-on tools to help you deal with real-world scenarios.

Basics of Export Trade	
Who Should Attend?	<ul style="list-style-type: none"> Clerks and similar levels wanting to move into the export - or import division and seeking a quick way to get a feel for international trade and some qualification to justify being transferred. This includes manufacturers and traders. International Logistics Managers, Area Managers, Shipping & Export Managers, Business Development Export Managers, Communications Managers, Project Managers, Operations Export Managers, Business Managers, Export Sales Managers, Ship Chandelling Operation Managers, Airfreight Export Controllers, Export Co-ordinators, Distribution Managers, Logistics Managers Those wanting to move into the international trade service sector including bankers, insurers, freight forwarders and others Those currently unemployed and looking for a practical way to upskill and gain employment in the above fields, including university graduates and school leavers.
Course Description	<ul style="list-style-type: none"> Gone are the days of simple bartering – a straightforward swop of goods you have for goods you need. Globalisation has changed all that, giving rise to the intricate network that is export trading. It's a field governed by international regulations, global trends, cultural considerations and logistics. The development of South Africa's exports, especially by small-to medium-sized enterprises, is critical to the economic development of the country and the creation of work opportunities. Now more than ever, we need export experts to effectively implement export processes and boost our economy. With this short course, you'll gain a broad understanding of exporting, its major players and the context in which exporting from South Africa takes place. You'll get valuable insight into risks, regulations and cultural issues in export, and how to approach promoting your product in a foreign market. This course is designed for those wanting to upskill their knowledge of international trade, from managers across the export trade platform, to people wanting to move into the international trade service sector, including banking, insurance and freight forwarders and other specialised companies that provide essential services to exporting companies. Combined with IMM Short Courses in <i>Export Administration and Export</i>

<p>Course Description</p>	<p>Financial Risk Management, it will help you pursue a start-up career in exporting.</p> <ul style="list-style-type: none"> • So how about a trade-off? A little of your time, for a whole lot of insight into the exciting world that is export trading.
<p>Professional Recognition</p>	<p>Certificate of Successful Completion - On completion of your short course, you'll be awarded a certificate that's approved by the IMM Graduate School and our respective partners, recognising the skills and key competencies you've developed along the way. This certificate can be used to document your commitment to continuing professional development in your personal portfolio (including your LinkedIn profile or CV), or to provide evidence to employers or other professional bodies of your achievement. Moreover, you'll be better equipped to face workplace challenges, enhance your professional performance and, thereby, boost your career.</p>
<p>Course Content</p>	
<p>Course Modules</p>	<p>Week 1 (Module 1) Introduction to Export Trade</p> <ul style="list-style-type: none"> • Export transactions and the major players • Explain the characteristics of an export transaction • Understand the roles of buyer, seller, governments and government departments and various export service industries <p>Week 2 (Module 2) Regulatory Framework for International Trade:</p> <ul style="list-style-type: none"> • Describe the role of the World Trade Organisation • Explain how countries negotiate trade agreements • Explain major international trading blocs • Discuss South Africa's main trade agreements <p>Week 3 (Module 3) Global Trade Patterns and South Africa's Export Trade in the Global Context:</p> <ul style="list-style-type: none"> • Understand the background to present-day international trading patterns • Name the world's major trading countries • Explain the broad pattern of global exports and imports • Discuss the factors that influence current developments in global trade patterns • Discuss South Africa's export trade in the global context

Course Modules

Week 4 (Module 4)

Cultural Factors in Export Trade - The Determinants of Culture:

- Discuss the significance of language to culture
- Explain what is meant by material culture and discuss its impact on the acceptability of a product and/or the effectiveness of a particular export marketing strategy
- Explain what is meant by aesthetics and discuss how aesthetics can influence, for example, an exporter's advertising strategy, a product's packaging, etc.
- Explain what is meant by social organisation and discuss the influence of social organisation on a company's export marketing strategy in a foreign market
- Discuss the impact of society's religious belief systems, attitudes, values and norms on the behaviour of its members, particularly with regard to the conduct of business

Week 5 (Module 5a)

Doing Business in Different Parts of the World – Part A with a focus on Africa, Europe and North America:

- Discuss the verbal and non-verbal communication skills which a businessperson must demonstrate if he/she is to be successful in a foreign market
- Appreciate the main characteristics of the business environments in various regions of the world
- Understand the behaviour a visiting businessperson should demonstrate if he/she is to successfully conclude business deals in those regions

Week 6 (Module 5b)

Doing Business in Different Parts of the World – Part B with a focus on Latin America, Middle East, Far East, Australia and New Zealand:

- Appreciate the main characteristics of the business environments in various regions of the world
- Understand the behaviour a visiting businessperson should demonstrate if he/she is to successfully conclude business deals in those regions

Week 7 (Module 6)

Introduction to International Marketing:

- Discuss the basic principles of marketing in an export context

<p>Course Modules</p>	<ul style="list-style-type: none"> • Explain how export marketing differs from domestic marketing • Explain how to research and select foreign markets on the basis of the results of desk and in-market research <p>Week 8 (Module 7) The Marketing Mix in an Export Context:</p> <ul style="list-style-type: none"> • Name some of the factors that give rise to the need for a product to undergo modification(s) for an export market • Discuss some of the factors influencing an exporter's approach to promoting his/her product in foreign markets • Name some of the channels through which an exporter can promote his/her product in a foreign market • Name the four main ways of entering a foreign market and give an example of each • Give a brief overview of commodity marketing • Give a brief overview of services marketing <p>Week 9 (Module 8a) Understanding the Export Process - Logistics, Documentation and Financial Considerations – Part A:</p> <ul style="list-style-type: none"> • Understand the importance of transport arrangements to an export transaction • Explain the basic principles of marine insurance • Understand some of the issues concerning costing and quoting for export • Basic introduction to Incoterms® 2010 (International Chamber of Commerce) <p>Week 10 (Module 8b) Understanding the Export Process - Logistics, Documentation and Financial Considerations – Part B:</p> <ul style="list-style-type: none"> • Explain the broad issues around finance and payments for exports • Appreciate the role of documentation in export transactions • Explain some of the risks and pitfalls in export trade <p>Week 11 (Module 9) Assessing Export Readiness:</p> <ul style="list-style-type: none"> • Explain the characteristics of an internationally competitive country
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<p>Course Modules</p>	<ul style="list-style-type: none"> • Detail the essential features of a company that is ready to export
<p>Career Opportunities</p>	<ul style="list-style-type: none"> • Manager or Clerk in the manufacturing and trading field • International Logistics Manager • Area Manager • Shipping & Export Manager • Business Development Export Manager • Operations Export Manager • Export Sales Manager • Communications Manager • Project Manager • Business Manager • Ship Chandelling Operation Manager • Airfreight Export Controller • Export Co-ordinator • Distribution Manager • Logistics Manager • International Banking • Insurer • Freight Forwarder
<p>About the Team</p>	
<p>Your Success Team</p>	<p>Melinda du Preez Head Tutor <i>Expert Consultant, Trainer, Researcher and Developer in International Trade and Export</i></p>  <p>While you study this course, you will be supported by your head tutor Melinda du Preez, an industry leader and trainer extraordinaire. Melinda will be your ‘go-to’ person, facilitating online discussions with your fellow students in your group, as well as, being available for individual queries and help if you need it. She’ll also be the one carefully marking your assignment. For any content- or course-related questions, you can contact Melinda on: melindadp@imm.co.za</p> <p>Melinda in a Nutshell: As a specialist consultant, trainer and course developer in the intricate world of international trade, Melinda is able to impart</p>

Your Success Team

both knowledge and skill. Her end-goal is not only to build businesses, but also to develop people. She's powered-up on knowledge to give her trainees pointed insights into exporting and international trade, backed up every step of the way by real-world experience – from the banking sector and foreign payments, to the manufacturing industry as an export manager.

Her super skills are homed in on the highly complex and key areas of Incoterms®, international payments, logistics and documentation. The proud business owner of **Tradewize International** CC for over 15 years, Melinda has worked with companies in many different sectors, in a research, consulting and training capacity. She has also developed and presented export training programmes for key companies and departments including: Wesgro, the Small Enterprise Development Agency, the Department of Trade and Industry, the Cape Regional Chamber of Commerce & Industry, and the Cape Craft & Design Institute.

Christa Kavungo
Course Administrator
Academic Liaison Expert



As your Course Administrator, Christa Kavungo is the one who connects the dots and connects people. If you have any admin-related questions or concerns, she's the one in the know who will be able to assist you. You can email her on shortcourses@immsc.co.za or call 011 628 2000.

Christa in a Nutshell:

Think of Christa as a professional liaison, bringing people and processes together. With a wealth of experience in academic sales, support and administration, she's passionate about making sure things run smoothly for a business, particularly in the field of education.

Although she's an administration pro, her super skills go far beyond that... Christa thrives on keeping open channels of communication with students, as well as, professionals that collaborate to provide student services. She's well-versed in sales, advising, counselling, supporting and consulting and has recently completed her BPhil Honours in Marketing Management.

<p>How to Register</p>	<p>We've made registering for our professional short courses as easy as can be. Simply visit the IMM Graduate School website (www.imm.ac.za) and click on the Online Short Courses button which will take you to our dedicated short course platform and register there. Click on the Register button and fill out the registration form, fast-tracking the sign up process when you've decided on the short courses you'll be taking.</p> <p>To sign up for any course, just click on the Add to Basket or Buy Now button, and when you've finished selecting your courses, proceed to make payment online. Once you've completed your payment, we'll send you all the information you need outlining the way forward. Your course/s will be ready for access and commencement once payment or part payment has been made, launching you into your career-boosting adventure.</p>
<p>Payment Details</p>	<p>All short courses through the IMM Graduate School are to be paid via the website using the PayFast payment facility. PayFast is an easy, secure and instant payments processing service, offering you a variety of payment options making it more affordable for you to make this worthwhile investment in your future career.</p> <p>To make sure we're all on the same page, we'd just like to highlight the fine print of the short course payment terms for you.</p> <p>Here's the nitty-gritty:</p> <ul style="list-style-type: none"> • All fees stated in the official website are inclusive of VAT. • Fees are fixed for each short course cycle, however, the IMM Graduate School reserves the right to change fees on a subsequent cycle without notice. • In order to commence the short course, a student must pay a minimum of 60% of the fee prior to the course commencement date. • The balance of the fee is payable within four (4) weeks after the course commencement date. • In the event that the balance is not paid, the student will not be allowed to access the balance of the modules to complete the short course. <p>We know that life can sometimes throw curveballs at us, so we do have a cancellation policy should you enrol and need to backpedal due to unforeseen circumstances. Here are the details of our cancellation policy – please read them carefully:</p>

<p>Payment Details</p>	<ul style="list-style-type: none">• Students who have paid the minimum of 60% by commencement date will be granted a 75% refund of monies paid if the course is cancelled prior to the commencement date.• Students who have paid the minimum of 60% by commencement date will be granted a 50% refund of monies paid if the course is cancelled prior to the four (4) week cycle post the commencement date.• Any cancellation requests after the four (4) week cycle post the commencement date will not result in any refund of money whatsoever.• Cancellations and subsequent refunds will only be considered if it is as a direct result of:<ul style="list-style-type: none">➤ Death➤ Temporary/Permanent disability➤ Dread disease➤ Force majeure <p>IMM Graduate School reserves the right to request information that supports the reason for cancellation.</p> <p>And that's it! It was a mouthful wasn't it, but very necessary to ensure a smooth, worthwhile and enjoyable learning experience all round.</p>
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